

Testimony of Larry Ward, Executive Director,  
Michigan Conservative Energy Forum (MCEF)  
& Mark Huizenga, MCEF Leadership Council Member



Before the House Energy Committee  
Chairman, Representative Aric Nesbitt

April 29, 2015

SUBJECT: MCEF Testimony on HB 4297 (Energy Optimization)

TESTIMONY:

Chairman Nesbitt, committee members, Thank-you for allowing the Michigan Conservative Energy Forum (MCEF) the opportunity to testify today.

My name is Larry Ward, Executive Director of the Michigan Conservative Energy Forum. Our organization was formed in November, 2013 for the purpose of encouraging conservative leaders and organizations to join the conversation we're having about Michigan's energy future and to support conservative solutions to what we believe is an important part of an "All of the Above" energy strategy.

HB 4297 contains several significant changes to Michigan's energy law, let me begin by briefly stating that we SUPPORT the effort to expand solid waste-to-energy production, pyrolysis, geothermal, and bio-digesters, as "all of the above" cleaner energy sources; but not under the definition of a 'renewable'. I'll reserve further detailed comments on these items for next weeks RPS hearings.

Today, I'd like to provide our perspective, and directly address HB4297's elimination of the Energy Optimization programs, which MCEF OPPOSES.

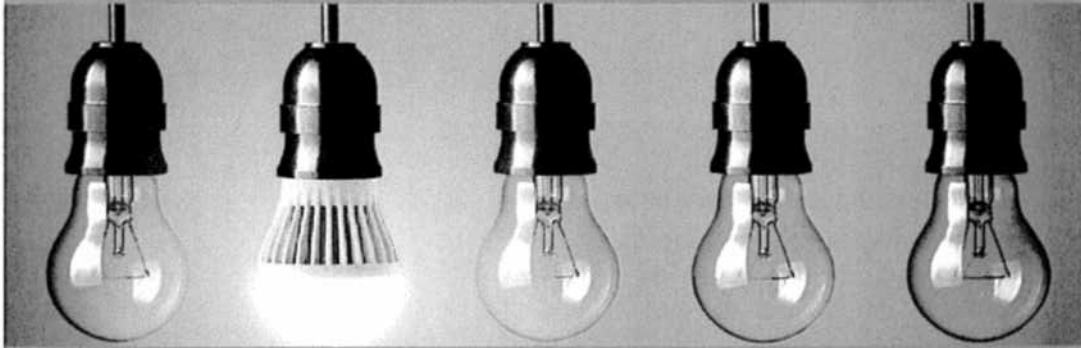
Energy Optimization just makes sense from a fiscal, economic, and political perspective.

From a **FISCAL** perspective, Energy Optimization saves customer's money and provides an excellent Return on Investment. Collectively every one of us, that pays our electric and gas bill, benefits from not having to pay for another power plant. According to the Michigan Public Service Commission, for every \$1.00 invested in Energy Efficiency, consumers directly save \$4.07 in energy costs.

From an **ECONOMIC** perspective, Energy Efficiency programs help create jobs. On a basic level, every dollar that a Michigan business saves in energy costs allows for more employees. There are also a number of Michigan businesses that specialize in energy optimization, and have expanded in Michigan based on our current EO laws, and the continued future growth of their industry. I have included with my testimony a link to review the Economic Impact Study on implementing EO into Michigan's future; showing the predicted growth of jobs and wages over the next 10 years. You will hear in a moment from MCEF's own leadership council member, Mark Huzienga, who owns an Energy Optimization company serving the Health Care industry - saving hundreds of thousands of dollars for hospitals.



**ECONOMIC IMPACT OF ENERGY OPTIMIZATION PROGRAM  
SCENARIOS IN MICHIGAN, 2014 TO 2023**



Read the full report: <http://www.micef.org/our-tool-box/>

**Results of 2014-2023 “Achievable Potential” energy efficiency projections:**

- ✓ **\$22 billion in economic output**
- ✓ **163,000 supported job years**
- ✓ **\$7.6 billion in employment compensation**